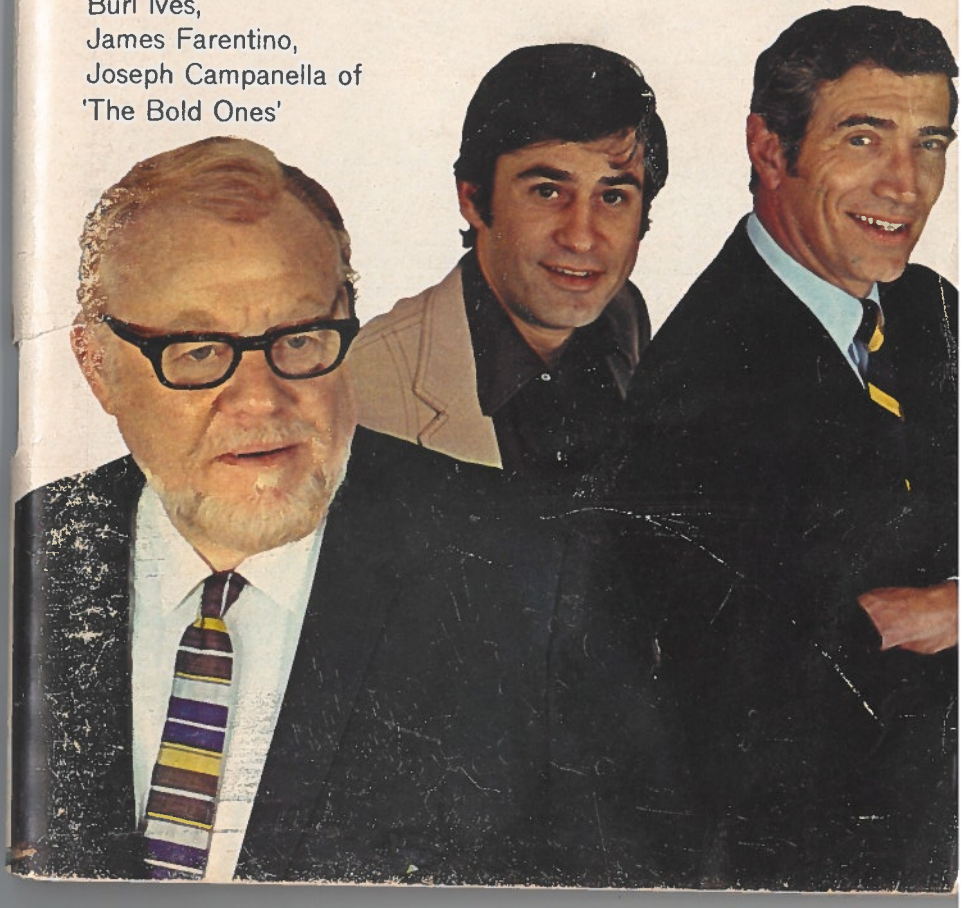
TV GUIDE

15¢ Local Programs April 18-24

Behind the smiles on Mike Douglas's show

Page 18

Burl Ives,
James Farentino,
Joseph Campanella of
'The Bold Ones'



You buy a grapefruit more intelligently than a sanitary napkin.

Think about it. When you buy a grapefruit, you look for differences. You compare one grapefruit with another. To make sure you've got the best one around.

You don't do the same when you buy a sanitary napkin, do you? You buy one particular brand because you're in the habit of buying it.

If there were no differences between sanitary napkins, it would be all right to buy a napkin that way. But there are differences. And big ones.

For instance. Do you know if your sanitary napkin has a lining at the bottom—to protect against accidents? Does it cover all of the bottom?

Modess has a moisture-proof blue lining that cradles every inch of the bottom. And both sides, where accidents also happen. Nobody else has that.

And what's your sanitary napkin made of? Lots of paper and tissue may sound good. But it's not very good for absorbing moisture.

Modess is made of special high-absorption material. We've also discovered a criss-cross system that's been patented.* It distributes moisture throughout the entire napkin. So the napkin absorbs better and you're protected from one-spot soak-through.

Does the top layer of your napkin absorb slowly and leave wetness next to you?

The top layer of Modess is made to absorb moisture quickly, into its inner layers, to keep you drier.

Think over these differences. So you can buy a sanitary napkin as intelligently as you buy a grapefruit.

Modess

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Is the Curtain Ringing Down on TV Drama?

CBS Playhouse, the now-and-then effort to keep alive the traditions of TV's early-day *Playhouse 90*, is in jeopardy. Only three dramas were aired this season, with fairly disappointing response from critics and public, and General Telephone & Electronics, the project's sole sponsor for the past three years, is not renewing. CBS sources refuse to say *Playhouse* is *dead*, but without a sponsor it won't survive, and advertisers willing to underwrite a $600,000 "meaningful" drama are all but extinct. NBC's Hallmark and Prudential specials could be what's left of such drama next season—and even these are yet to be officially renewed.

Bob Hope, TV's hottest star, isn't entirely assured he'll be working as much next season. Chrysler, which sponsored nine Hope specials this year, wants to spend only half as much money next. And so far NBC hasn't announced any takers for the available four and a half shows.

NBC is taking a daytime TV plunge against the tide of soap operas, game shows and comedy reruns. A new 30-minute morning show starring Dinah Shore (missing from regular TV ranks since 1963) will be offered in July, replacing a game show, *It Takes Two. Dinah's Place*, as the new venture is titled, will be a little like Arlene Francis's old *Home* show of the 1950s, with Miss Shore gabbing with stars, overseeing how-to demonstrations and, of course, tossing in a song or two.

Should the commercial networks help foot the bill for such public-TV features as *Sesame Street* and *Forsyte Saga*? Sen. John O. Pastore (D-R.I.), thinks so. At hearings on a bill to grant public TV a total of $22.5 million in Federal funds provided the Corporation for Public Broadcasting can turn up $7.5 million from private sources, the chairman of the powerful communications subcommittee made it plain he felt "the very lucrative" commercial TV establishment ought to come up with "a substantial part" of the $7.5 million. After all, he wryly observed, commercial television is "a very privileged field. It comes only to [the] few. There are many seeking. Once you get it [television license], it is like touching the rainbow."

Earth Day will get continuous coverage by NET next Wednesday (April 22) from 3:30 to 10 P.M. (ET), with live pickups Coast to Coast of teach-ins, marches, environmental exhibits, even a drama about pollution. In the spirit of the occasion, NET's kiddy shows—*Sesame Street*, *Misterogers* and *What's New*—will have ecological themes.

Anybody been missing *The Wild Wild West*? And *He & She*? CBS hopes so. The two discontinued series will be resurrected (in reruns) to plug holes in the summer prime-time schedule. *Gomer Pyle*, already being repeated late afternoons, also will get an evening warm-over.

—Richard K. Doan

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his new family. Nicholson: McLean Stevenson. Buck: Denver Pyle. Toby: Tod Starke. Guest Cast . . . Karen: Julie Adams. (Rerun)
[Series regular Rose Marie is profiled on page 22.]

11 **VICTORY AT SEA—Documentary**
Prowling the Atlantic in search of Allied shipping, a Nazi U-boat "wolfpack" attacks an Allied convoy. Incidental music by Richard Rodgers.

31 **NEWS—Jerry Miller** ©
47 **CONCIENCIA CULPABLE**
9:45 31 **BRITISH FILM**
10:00 2 3 **CBS NEWS SPECIAL** ©
Special: "The Promise and the Practice," first of three reports on health care in America. Producer Irv Drasnin examines the effects of doctor shortages in four parts of the country; conditions inside a crowded urban hospital; and what several families must go through to receive medical help. Concludes Drasnin: "There seems to be no system at all for delivering health care to the people." George Herman is the reporter. See the Close-up opposite for details. (60 min.)
[Carol Burnett will not be seen.]
5 **NEWS—Bill Jorgensen** ©
11 **NEWS—Lee Nelson** ©
13 **NEWSFRONT—Mitchell Krauss**
31 **SPOTLIGHT ON ALBANY**
Topic: lobbyists and lobbying. Guests include: George Hallet of the Citizens Union; Paul Hoffman of the New York Post; and Victor Cordello, New York Association of Railroads.
41 **CRUZ DE AMOR**
47 **LOS OLVIDADOS—Novela**
10:30 7 8 **NOW—Report** ©
"No Deposit, No Return" reports on the grave ecological problems in the U.S. Included are interviews with antipollution activists: Sens. Edmund Muskie (D-Maine) and Gaylord Nelson (D-Wis.); and Arthur Godfrey. Also: films of last month's University of Michigan teach-in; scenes from America's varied landscape and readings (by actress Kim Hunter) of Mark Van Doren's poems expressing America's beauty.
31 **ASTRONOMY—Education**
"Binary Stars." Prof. Crull is the lecturer.
41 **REVISITA MUSICAL**
47 **SI NO FUERAS TU—Novela**
11:00 2 **NEWS—Bob Young** ©
3 **NEWS—Bill Hanson** ©
4 **NEWS—Jim Hartz** ©
5 **PEYTON PLACE—Serial**
Steven gets an important phone call; Rodney's trial date has arrived. Rodney: Ryan O'Neal. Steven: James Douglas. Leslie: Paul Langton. Eli: Frank Ferguson. Norman: Chris Connelly. Stella: Lee Grant. Eli: Frank Ferguson. Norman: Chris Connelly. Stella: Lee Grant.
7 **NEWS—Roger Grimsby** ©
8 **NEWS—George Thompson** ©
9 **MOVIE—Comedy**
"Mr. Blandings Builds His Dream House." (1948) Very funny yarn about a New Yorker's problems in building a house in Connecticut. Cary Grant, Myrna Loy, Melvyn Douglas. Henry: Reginald Denny. Gussie: Louise Beavers. Joan: Sharon Moffett. Betsy: Connie Marshall. Smith: Ian Wolfe. Joe: Nestor Paiva. Carpenter: Lex Barker. (2 hrs.)

11 **PERRY MASON—Mystery**
Maj. Jerry Reynolds is charged with murder after a government investigator is found dead. Reynolds: Robert Rockwell. Dr. Harrison: Richard Arlen. Dan Morgan: Bruce Bennett. Mason: Raymond Burr. Sergeant McVey: Ronnie Knox. Helen Rand: Jeanne Bal. Capt. Mike Caldwell: Simon Oakland. Dr. Bradbury: William Schallert. (60 min.)

13 **WORLD PRESS—Report** ©
41 **NOTICIAS—Miguel Torres** ©
47 **MOVIE—Drama**
"Yo No Me Vendo." (1944) Dubbed in Spanish with Simone Simon and Kurt Krueger. (90 min.)
11:10 4 **WEATHER—Frank Field** ©
11:15 3 **WEATHER** ©
4 **NEWS—Jim Hartz** ©
8 **WEATHER—Underwoode** ©
11:20 3 **SPORTS—Arnold Dean** ©
8 **SPORTS—Dick Gallette** ©
11:25 3 **MOVIE—Comedy** ©
"Many Rivers to Cross." (1954) A girl frames a trapper into a shotgun marriage. Bushrod Gentry: Robert Taylor. Mary Stuart Cherne: Eleanor Parker. Cadmus Cherne: Victor McLaglen. Fremont: Jeff Richards. Shields: Russ Tamblyn. Esau Hamilton: James Arnes. Luke Radford: Alan Hale Jr. Hugh: John Hudson.

Continued on next page

close up

CBS NEWS SPECIAL ©
10:00 2 3

HEALTH IN AMERICA

Special: The first of three hour-long reports on health care in America (telecast on three consecutive nights this week).

Tonight: "The Promise and the Practice." How hard is it to get a doctor when you need one? Very—judging from visits to four parts of the country . . . Lee County, Ark.: an impoverished area with only one M.D. Walcott, Ind.: a farm town that had no doctor for two years. Chicago: with more than 7000 doctors, this city is still hard-pressed to provide adequate health care. Poughkeepsie, N.Y.: one of this community's few doctors feels overworked and underpaid; he is leaving. Cameras follow him on his final house calls.

Tuesday: "Don't Get Sick in America" surveys the rising cost of medical treatment in and out of hospitals. The report also covers the inadequacies of several health plans. Interviewed: patients, and officials of the American Medical Association.

Wednesday: "A Question of Survival"—what pollution is doing to your health; coverage of Earth Day activities across the country; interviews with doctors and ecologists.

See the daily listings for additional program details.

TONIGHT, SEE WHAT MADE THE WORLD TICK!
10 O'CLOCK NEWS
WNEW-TV 5
METROMEDIA TELEVISION

Opening Night
Cary and Myrna
"Mr. Blandings Builds His Dream House"
Monday 11:00
Cary Grant Week
new york 9